## REMARKS

Please reconsider the application in view of the above amendments and the following remarks. Applicant thanks the Examiner for courtesies extended during the Examiner interview conducted on January 17, 2006.

**Disposition of Claims**

Claims 1, 2, and 4 are currently pending in this application. Claims 1 and 4 are independent. Claim 2 depends from claim 1.

**Claim Amendments**

The independent claims have been amended to recite "wherein launching the underlying application comprises opening the underlying application for viewing." As discussed with the Examiner during the Examiner Interview of January 17, 2006, the present invention launches an application from behind a video cell so that a user, by selecting the video cell, can view the underlying application that is launched. Accordingly, the claims have been amended to clarify the meaning of the term "launched." Applicant asserts that no new matter is added by way of these amendments. Support for these amendments may be found, for example, on pages 8-9, paragraph 30, of the Instant Specification.

**Rejections under 35 U.S.C. § 103**

Claims 1, 2, and 4 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,239,794 ("Yuen") and U.S. Patent No. 6,859,907 ("McGarry"). To the extent that this rejection may still apply to the amended claims, this rejection is respectfully traversed.

To establish a *prima facie* case of obviousness "...the prior art reference (or references when combined) must teach or suggest all the claim limitations." (*See* MPEP §2143.03). Further, "all words in a claim must be considered in judging the patentability of that claim against the prior art." (*See* MPEP §2143.03). The Applicant respectfully asserts that the references, when combined, fail to teach or suggest all the claim limitations of amended independent claims 1 and 4.

Specifically, the Examiner admits that Yuen fails to teach "the underlying application being launched from behind the cell upon user selection of the cell" (*see* Office Action mailed November 25, 2005, page 3). Thus, it follows that Yuen also fails to teach or suggest the limitation "wherein launching the underlying application comprises *opening* the underlying application for viewing."

However, the Examiner relies on McGarry to teach the aforementioned limitation. The Applicant respectfully disagrees. McGarry relates to displaying large data sets in a data buffer that is located beneath a transparent electronic spreadsheet (*e.g.,* like an Excel spreadsheet) (*see* McGarry Abstract). As discussed with the Examiner during the Examiner Interview of January 17, 2006, in McGarry, when a spreadsheet cell is selected, the underlying data display buffer changes in accordance with the particular cell that is selected (*see* McGarry, col. 3, ll. 31-33). Said another way, underlying data is simply *shifted to be displayed* when a cell is selected in McGarry (*see* McGarry, Figures 3-5). McGarry is completely silent with respect to launching an application from behind a cell such that the application is *opened* for viewing when the cell is selected, as recited in the amended claims of the present application. In fact, nothing is *launched* from behind the cell in McGarry;

rather, data that is already present under the electronic spreadsheet is only moved in order to be displayed for a user.

Further, although discussed with the Examiner during the Examiner Interview, Applicant would like to reiterate that there is no motivation to combine McGarry with Yuen to achieve the claimed invention. Yuen relates to picture-in-picture functionality in a video broadcast (such as a television) and McGarry relates to displaying data via electronic spreadsheets on a computer. McGarry does not relate to any type of video cells display, nor does McGarry speak to the problem of simultaneously viewing video channels and launching underlying applications from behind a cell. Instead, McGarry tries to solve the problem of displaying internal data by selecting a spreadsheet cell to benefit applications *using large data sets*.

During the Examiner Interview of January 17, 2006, the Examiner indicated that McGarry discloses an advantage of the invention as utilizing display area efficiently, which suggested that McGarry could be combined with Yuen. However, using display area efficiently is not the motivation behind the picture-in-picture functionality disclosed in Yuen. Rather, Yuen's picture-in-picture functionality allows a user to view two video channels at once, which allows users to know when a particular channel is showing advertisements, decide which channel the user prefers to watch, etc. Certainly, a user does not watch entire programs simultaneously. Picture-in-picture is a temporary function that a user uses to flip between video programs, etc. It is clear that one skilled in the art would **not** be motivated to turn to the teachings of McGarry to combine McGarry with Yuen and arrive at the claimed invention.
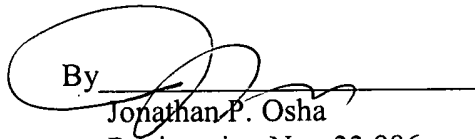
In view of the above, it is clear that Yuen and McGarry, whether considered separately or in combination, fail to render amended independent claims 1 and 4 obvious. Dependent claim 2 is patentable for at least the sam reasons. Accordingly, withdrawal of this rejection is respectfully requested.

**Conclusion**

Applicant believes this reply is fully responsive to all outstanding issues and places this application in condition for allowance. If this belief is incorrect, or other issues arise, the Examiner is encouraged to contact the undersigned or his associates at the telephone number listed below. Please apply any charges not covered, or any credits, to Deposit Account 50-0591 (Reference Number 11345/032002).

Dated:   January 25, 2006                    Respectfully submitted,

By_____
Jonathan P. Osha
Registration No.: 33,986
OSHA · LIANG LLP
1221 McKinney St., Suite 2800
Houston, Texas 77010
(713) 228-8600
(713) 228-8778 (Fax)
Attorney for Applicant

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